Section 4 – Business Operation Policies

Blackberry/Mobile Device Allocation

Association-issued blackberries or mobile devices will be allocated to positions that meet the following criteria:

- Position must be exempt, AND
- Position must be senior team or senior director, OR
- Position must provide critical infrastructure support, OR
- Position has primary responsibility for critical 24/7 internal communication or critical 24/7 external communication with members, industry partners, etc. The positions that fall in this category, that do not qualify under other criteria in this policy, are identified as Show Director, Director of Exhibition Operations, and Senior Advisor, Contracts & Quality Assurance, OR
- Position consistently interacts with multiple stakeholders in international time zones, OR
- Position requires consistent, weekly offsite meetings and needs dedicated mobile device to stay in communication with the office

Social Media Policy

Social media can be used to achieve a variety of goals. Its primary function at AEM is to grow brand and build interactive relationships with the broader social media community, member companies, customers, and prospective members. AEM encourages staff to pursue these objectives to advance their services and programs and staff who do so should have the proper resources and ability to track, nurture and maintain social media accounts in a manner that reflects positively on AEM and its brand. Each department and social media account will likely have varying objectives and diverse audiences. This uniqueness of social media use makes a "one size fits all" approach unrealistic for AEM and its objectives. However, while individual plans and goals must be developed and customized within each department, there are some guidelines considered standard across all social media accounts.

Social Media Platforms and Roles and Responsibilities of Social Media Stakeholders

AEM supports a variety of social media platforms, and will re-examine their reach and necessity on an as-needed basis. Over time, many social media sites have risen in prominence, popularity and usage, while others have fallen by the wayside. Because social media platforms are fluid, it is difficult to determine which sites will be relevant in the future. Therefore, we do not want to limit usage to any single platform or group of platforms. AEM and its various departments currently use to varying degrees Hootsuite, Twitter, Facebook, LinkedIn, Flickr and YouTube. Any new platforms deemed useful to the broader goals of AEM will be addressed as necessary.

The head of each department and its designated social media spokesperson will be responsible for updating and maintaining their social media accounts. Currently, four separate departments (Public Affairs, Public Relations, Marketing, and Safety Materials) operate social media accounts. Each department is responsible for determining authorized and primary users for their social media accounts. Social media accounts and their authorized users are listed in a master spreadsheet stored in a protected area on Sharepoint. The four departments are responsible for updating the master document with all relevant account information (including account names, passwords, users, etc.).   If any additional departments create and maintain their own social media account, it will be the responsibility of Marketing to obtain user and password information for the AEM records.

Creating an AEM Social Media Account

Any department or staff member who wishes to create a new social media account for the purpose of advancing their service or program must outline and define a plan and goals for the account to be approved by the department head and submitted to Marketing for any recommendations or suggestions regarding the account. The department head will determine the authorized users for each social media account and a primary point of contact. Authorized users are responsible for the creation, content and quality of the social media account. Authorized account users will receive appropriate social media access by IT.

This applies to staff members who use social media under their personal names or accounts if: A supervisor has requested the employee use social media to achieve employment objectives; an employee is using dedicated work hours to pursue AEM related objectives over social media; or the employee is identifying him or herself as an AEM employee in the account name or description.

Any existing or potentially new accounts must outline and define:

- The objectives and goals of the account. What is the description of success?
- A six month content plan.
- Benchmarks for the first year of use.
- Who will be the dedicated staff member to monitor and run the account?
- Who else on staff is accountable?
- What intervals or metrics will be used to measure success?

The ultimate authority for the creation or deletion of a social media account lies with the department head. Review by Marketing is to ensure the consistency of the AEM brand and messaging across all social media accounts.

Managing an AEM Social Media Account and Measuring Success

Managing content and setting social media strategies is a decentralized process that will differ among departments according to their various goals. Given the rapid growth of social media and its available platforms, it is best to refrain from implementing narrow restrictions on any platform or social media method.

Tracking mechanisms and metrics can only be measured based on the objective of the campaign and the tools available to each social media channel. It is not possible to successfully measure the success of each campaign under the same metrics. Each social media plan will contain its own outline for measuring success. Additionally, when resources permit, Marketing will assist in tracking these metrics. There are many different metrics available and examples are provided below. All of the metrics contain referral traffic.

- Facebook: Likes, interactions, shares, impressions
- Twitter: Klout, Interactions, Followers
- YouTube: Views, Subscriptions, Shares
- LinkedIn: Group activities, interactions, shares, likes, impressions
- Flickr: Views, Amount of Photos

Effective management of the social media account includes a priority to provide frequent and robust content, successfully engaging users, and managing negative or outside commentary that may sometimes arise. In addition to the criteria outlined in the last section of this policy, account users are expected to do the following:

- Monitor social media sites frequently. The most active site is expected to be Twitter, but we will get posts and questions on both Facebook and LinkedIn.
- Answer questions. If you do not know the answer, find the appropriate person that can help and ensure a timely and accurate response.
- Interact with users and engage them. Like or comment on Facebook and LinkedIn. Re-tweet positive posts on Twitter.

- Respond to crisis situations. Anything that could be deemed a "crisis" situation should be directed to the department head. They and the authorized social media manager will determine which senior managers should be involved and develop a response.
- Report all negative commentary to the Digital Marketing position.
- Delete any obscene or non-appropriate posts, pictures or videos from our Facebook page.

The appropriate AEM department is responsible for member company or volunteer committee use of social media on behalf of AEM. If a member company or volunteer committee has decided to use a social media platform to further advance an AEM activity, the appropriate department must appoint a staff person to manage the account, submit goals and ensure the platform is providing the appropriate amount of content and engagement. A committee member may be considered for co-manager of the account. AEM reserves the right to have final authority on whether a social media account can be established by a third party under the AEM name.

Volunteer committees or member companies who wish to use social media functions *solely* for internal and private communications among members are not subject to these guidelines.

Each group (including AEM-run accounts) is required to demonstrate a minimum standard of usage under the following accounts:

- LinkedIn Group: One per month
- LinkedIn Profile: No minimum
- Facebook: One post weekly
- Twitter: One tweet weekly

Social Media Guidelines for Staff, Including Personal Use of Social Media

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with AEM, as well as any other form of electronic communication.

Social media can be a rewarding way to share your opinions and engage with friends, family and colleagues around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established the following guidelines:

- Know and follow the rules. Carefully read these guidelines, the General Rules of Conduct policy, the Conflict of Interest policy, and the Harassment policy and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, threats of violence, harassment, or other similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination. Incidents of social media use inconsistent with the expectations outlined in this policy should be reported to Human Resources.

- AEM regards blogs and other forms of online discourse as primarily a form of communication and relationship-building among individuals. When AEM wishes to communicate publicly as an organization it has well-established means to do so. Only those officially designated by AEM have the authorization to speak on behalf of AEM.

- Speak in the first person and express only your personal opinions. Make it clear that your views do not represent those of AEM. Use the disclaimer: "*The views expressed here are my own, and do not necessarily reflect those of my employer. Links and re-tweets do not constitute an endorsement.*" Managers take note, however. This standard disclaimer does not by itself exempt AEM managers and executives from a special responsibility when blogging. By virtue of your position, you must consider whether personal thoughts you publish may be misunderstood as expressing AEM positions.

- Do not be afraid to be yourself but do so respectfully. Ensure your posts are mindful of a broad, global audience with a diverse set of customs, culture and points of view. Additionally, if you disagree

with other posters or comments, be respectful in your reply, stick to the facts, and identify your appropriate affiliation to AEM.

- Make sure you are honest and accurate when posting information and if you make a mistake, be up front about it and correct it quickly. Remember postings made on social media and the Internet becomes publically available for viewing and the Internet archives almost everything so even deleted postings can be searched.

- Post only respectful and appropriate content. Respect copyright laws for all content posted including pictures and videos. Respect financial disclosure laws and maintain the confidentiality of AEM trade secrets and proprietary or confidential information. Trade secrets may include information regarding business plans, event plans, processes, products and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

- Be thoughtful about how you present yourself in online social networks. The lines between public and private, personal and professional are blurred in online social networks. By virtue of identifying yourself as an AEM staff member within a social network, you are connected to colleagues, managers and even members. Ensure content associated with you is consistent with your work at AEM.

- Protect AEM's members, partners and vendors. Provided it does not have a potentially defamatory connotation, it is acceptable to use social media to share information about a member company, so long as the information is accurate and has been previously reported on a third party site. If there is any doubt about the accuracy of the information, check with your manager before posting. Any original posts or content about a member company may only be done with the explicit permission from the member company. By posting content on their own social media platforms, member companies are authorizing this information to be shared with a wider public and in such cases engagement with the company, re-tweets or sharing of their posts is permissible. AEM may also post original content about a member company for an AEM sponsored event. This includes, but is not limited to, Congressional plant tours, Meet and Greets on the Hill and media events.

- Add value. AEM's brand is best represented by its people and everything you publish reflects upon it. If it helps you, your coworkers, our members or our partners do their jobs and solve problems, if it helps to improve knowledge or skills, if it contributes directly or indirectly to the improvement of AEM's services and programs, or if it builds a sense of community then it adds value. Though not directly business-related, background information you choose to share about yourself, such as information about your family or personal interests, may be useful in helping establish a relationship between you and your readers, but it is entirely your choice whether to share this information.

- Use your best judgment. Remember there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, consider the guidelines above. If you are still unsure and it is related to AEM business, feel free to talk with your manager. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.

- Manage your time spent on social media. If you are an authorized user for an AEM account, manage your time spent on social media so it does not interfere with other job responsibilities.

Examples of recommended usages of social media for AEM staff:

- Operations tweet: "No lines in West Hall food court" as other food court becomes overcrowded.
- PR Linked In post: The week H1N1 stole the farm: http://ow.ly/kHug - "swine flu" moniker devastating to hog farmers, says this producer
- Marketing Tweet: Recommend a friend to AG CONNECT get a free edu session
- Education LinkedIn post: **Outer Loop Landfill Field Trip at ICUEE**